



WGME Portland  
81 Northport Dr  
Portland, ME 04103

American Media & Advocacy Group  
815 Slaters Ln  
Alexandria, VA 22314

## Contract # 2639224

**Schedule Dates** 10/28/16-11/03/16  
**Advertiser** Bruce Poliquin for Congress-R (71514)  
**Agency** American Media & Advocacy Group (9105)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Oct-Nov 2016 (794262)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** MediaAssistant,,  
**Phone/Fax** /  
**CPE** 509/942/7908  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** ME-2  
Separation: 30

**Date Entered** 09/22/16  
**Last Modified** 09/22/16  
**Entered By** Nathan Uschmann  
**CO-OP** No  
**Headline #** ECR25311970  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,666.25  
**Net Total** \$15,108.75  
**Sales Tax**

## Portland ME (WGME)

By Broadcast Month	Spots	Rate
Oct. 2016	11	\$7,925.00
Nov. 2016	28	\$9,850.00
<b>Grand Total:</b>	<b>39</b>	<b>\$17,775.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/16-10/30/16	4	:30	9A- 10:30A (EST)	1							X	1	\$250.00	\$250.00	Portland ME (WGME)	SUNDAY MRN-CBS	9/22/16
2.0	Normal Line / SPOT	10/28/16-10/28/16	3	:30	12P- 12:30P (EST)	1					X			1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/22/16
3.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	12P- 12:30P (EST)	1	X							1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/22/16
4.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	12P- 12:30P (EST)	1		X						1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/22/16
5.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	12P- 12:30P (EST)	1			X					1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/22/16
6.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	12P- 12:30P (EST)	1				X				1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/22/16
7.0	Normal Line / SPOT	10/28/16-10/28/16	4	:30	3P- 4P (EST)	1					X			1	\$100.00	\$100.00	Portland ME (WGME)	DR. PHIL	9/22/16
8.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	3P- 4P (EST)	1	X							1	\$100.00	\$100.00	Portland ME (WGME)	DR. PHIL	9/22/16
9.0	Normal Line / SPOT	11/01/16-11/01/16	4	:30	3P- 4P (EST)	1		X						1	\$100.00	\$100.00	Portland ME (WGME)	DR. PHIL	9/22/16
10.0	Normal Line / SPOT	11/02/16-11/02/16	4	:30	3P- 4P (EST)	1			X					1	\$100.00	\$100.00	Portland ME (WGME)	DR. PHIL	9/22/16
11.0	Normal Line / SPOT	11/03/16-11/03/16	4	:30	3P- 4P (EST)	1				X				1	\$100.00	\$100.00	Portland ME (WGME)	DR. PHIL	9/22/16
12.0	Normal Line / SPOT	10/28/16-10/28/16	4	:30	4P- 4:30P (EST)	1					X			1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY	9/22/16
13.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	4P- 4:30P (EST)	1	X							1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY	9/22/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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**Brand** Oct-Nov 2016 (794262)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** MediaAssistant,,  
**Phone/Fax** /  
**CPE** 509/942/7908  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** ME-2  
Separation: 30

**Date Entered** 09/22/16  
**Last Modified** 09/22/16  
**Entered By** Nathan Uschmann  
**CO-OP** No  
**Headline #** ECR25311970  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
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**Net Total** \$15,108.75  
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	11/01/16-11/01/16	4	:30	4P- 4:30P (EST)	1		X						1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY	9/22/16
15.0	Normal Line / SPOT	11/02/16-11/02/16	4	:30	4P- 4:30P (EST)	1			X					1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY	9/22/16
16.0	Normal Line / SPOT	11/03/16-11/03/16	4	:30	4P- 4:30P (EST)	1				X				1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY	9/22/16
17.0	Normal Line / SPOT	10/28/16-10/28/16	4	:30	4:30P- 5P (EST)	1					X			1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY B	9/22/16
18.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	4:30P- 5P (EST)	1	X							1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY B	9/22/16
19.0	Normal Line / SPOT	11/01/16-11/01/16	4	:30	4:30P- 5P (EST)	1		X						1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY B	9/22/16
20.0	Normal Line / SPOT	11/02/16-11/02/16	4	:30	4:30P- 5P (EST)	1			X					1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY B	9/22/16
21.0	Normal Line / SPOT	11/03/16-11/03/16	4	:30	4:30P- 5P (EST)	1				X				1	\$250.00	\$250.00	Portland ME (WGME)	JUDGE JUDY B	9/22/16
22.0	Normal Line / SPOT	10/28/16-10/28/16	3	:30	5P- 5:30P (EST)	1					X			1	\$500.00	\$500.00	Portland ME (WGME)	NEWS 13 LIVE 5	9/22/16
23.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	5P- 5:30P (EST)	1			X					1	\$500.00	\$500.00	Portland ME (WGME)	NEWS 13 LIVE 5	9/22/16
24.0	Normal Line / SPOT	10/28/16-10/28/16	3	:30	5:30P- 6P (EST)	1					X			1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/22/16
25.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	5:30P- 6P (EST)	1		X						1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/22/16
26.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	5:30P- 6P (EST)	1				X				1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/22/16
27.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	6P- 6:30P (EST)	1	X							1	\$900.00	\$900.00	Portland ME (WGME)	NEWS 13 6.00 850	9/22/16

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<b>Grand Total:</b>	<b>39</b>	<b>\$17,775.00</b>

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28.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	6P- 6:30P (EST)	1		X						1	\$900.00	\$900.00	Portland ME (WGME)	NEWS 13 6.00 850	9/22/16
29.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	6P- 6:30P (EST)	1			X					1	\$900.00	\$900.00	Portland ME (WGME)	NEWS 13 6.00 850	9/22/16
30.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	6P- 6:30P (EST)	1				X				1	\$900.00	\$900.00	Portland ME (WGME)	NEWS 13 6.00 850	9/22/16
31.0	Normal Line / SPOT	10/28/16-10/28/16	4	:30	6:30P- 7P (EST)	1					X			1	\$650.00	\$650.00	Portland ME (WGME)	CBS EVE NWS	9/22/16
32.0	Normal Line / SPOT	11/01/16-11/01/16	4	:30	6:30P- 7P (EST)	1		X						1	\$650.00	\$650.00	Portland ME (WGME)	CBS EVE NWS	9/22/16
33.0	Normal Line / SPOT	10/28/16-10/28/16	4	:30	7P- 7:30P (EST)	1					X			1	\$175.00	\$175.00	Portland ME (WGME)	ENT TONIGHT 30	9/22/16
34.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	7P- 7:30P (EST)	1	X							1	\$175.00	\$175.00	Portland ME (WGME)	ENT TONIGHT 30	9/22/16
35.0	Normal Line / SPOT	11/01/16-11/01/16	4	:30	7P- 7:30P (EST)	1		X						1	\$175.00	\$175.00	Portland ME (WGME)	ENT TONIGHT 30	9/22/16
36.0	Normal Line / SPOT	11/02/16-11/02/16	4	:30	7P- 7:30P (EST)	1			X					1	\$175.00	\$175.00	Portland ME (WGME)	ENT TONIGHT 30	9/22/16
37.0	Normal Line / SPOT	11/03/16-11/03/16	4	:30	7P- 7:30P (EST)	1				X				1	\$175.00	\$175.00	Portland ME (WGME)	ENT TONIGHT 30	9/22/16
38.0	Normal Line / Prime	10/28/16-10/28/16	4	:30	143028- CBS-Blue Bloods (Friday)	1					X			1	\$1,000.00	\$1,000.00	Portland ME (WGME)	BLUE BLOOD-CBS	9/22/16
39.0	Normal Line / Football	10/30/16-10/30/16	4	:30	94987- Sports-CBS NFL (New England Patriots)	1							X	1	\$4,000.00	\$4,000.00	Portland ME (WGME)	NFL: PATRIOTS 10/30	9/22/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Accepted-Agency/Advertiser:

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#2639224



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25311970	<b>Changes as of:</b> 9/21/2016 at 10:28 AM	<b>Version:</b> Original Order	
<b>CPE:</b> 509/942/7908	<b>Flight:</b> 10/28/16 - 11/3/16	<b>Station:</b> WGME	<b>Total \$:</b> \$17,775.00
<b>Agency:</b> AMER MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	<b>Advertiser:</b> POLIQUIN, BRUCE	<b>Market:</b> Portland, ME	<b>Total Spots:</b> 39
<b>Product:</b> ME-2	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$99.25	
<b>Agency Order #:</b> 5408789	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 179.1	
<b>Buyer:</b> MediaAssistant, AMAG	<b>Con Type:</b> POLITICAL/VOTE		
<b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Separation:</b>	

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/28 - 11/3							Total Spots	Total \$	CPP	GRP
							10/28	10/29	10/30	10/31	11/1	11/2	11/3				
1	Su 9a-10:30a		SUNDAY MRN-CBS	\$250.00	4.1	30	0	0	1	0	0	0	0	1	\$250.00	\$60.98	4.1
2	F,M-Th 12n-12:30p		NEWS 13 NOON	\$250.00	3.4	30	1	0	0	1	1	1	1	5	\$1,250.00	\$73.53	17.0
300																	
3	F,M-Th 3p-4p		DR. PHIL	\$100.00	1.6	30	1	0	0	1	1	1	1	5	\$500.00	\$62.50	8.0
4	F,M-Th 4p-4:30p		JUDGE JUDY	\$250.00	3.3	30	1	0	0	1	1	1	1	5	\$1,250.00	\$75.76	16.5
5	F,M-Th 4:30p-5p		JUDGE JUDY B	\$250.00	3.5	30	1	0	0	1	1	1	1	5	\$1,250.00	\$71.43	17.5
6	F,M-Th 5p-5:30p		NEWS 13 LIVE 5	\$500.00	5.3	30	1	0	0	0	0	1	0	2	\$1,000.00	\$94.34	10.6
7	F,M-Th 5:30p-6p		NWS 13 LV 5:30	\$500.00	5.6	30	1	0	0	0	1	0	1	3	\$1,500.00	\$89.29	16.8
8	F,M-Th 6p-6:30p		NEWS 13 6.00	\$900.00	7.0	30	0	0	0	1	1	1	1	4	\$3,600.00	\$128.57	28.0
850																	
9	F,M-Th 6:30p-7p		CBS EVE NWS	\$650.00	6.3	30	1	0	0	0	1	0	0	2	\$1,300.00	\$103.17	12.6
10	F,M-Th 7p-7:30p		ENT TONIGHT 30	\$175.00	2.5	30	1	0	0	1	1	1	1	5	\$875.00	\$70.00	12.5
11	F 10p-11p		BLUE BLOOD-CBS	\$1,000.00	7.5	30	1	0	0	0	0	0	0	1	\$1,000.00	\$133.33	7.5
12	Su 1p-4p		NFL: PATRIOTS 10/30	\$4,000.00	28.0	30	0	0	1	0	0	0	0	1	\$4,000.00	\$142.86	28.0
<b>TOTALS:</b>							<b>9</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>39</b>	<b>\$17,775.00</b>	<b>\$99.25</b>	<b>179.1</b>



125 West 55th St  
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<b>CPE:</b> 509/942/7908	<b>Flight:</b> 10/28/16 - 11/3/16	<b>Station:</b> WGME	<b>Total \$:</b> \$17,775.00
<b>Agency:</b> AMER MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	<b>Advertiser:</b> POLIQUIN, BRUCE	<b>Market:</b> Portland, ME	<b>Total Spots:</b> 39
	<b>Product:</b> ME-2	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$99.25
	<b>Agency Order #:</b> 5408789	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 179.1
	<b>Buyer:</b> MediaAssistant, AMAG	<b>Con Type:</b> POLITICAL/VOTE	
	<b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Separation:</b>

<b>Special Instructions</b>	
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Order Level Comments		
<b>Date/Time</b>	<b>Added by</b>	<b>Comment</b>
09/21/16 10:31 AM	CHRISTIAN CAMBEIRO	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$66,176
<b>WGME Share:</b>	17%
<b>Comment:</b>	ACC
<b>WCSH:</b>	56%
<b>WMTW:</b>	24%
<b>WPFO:</b>	3%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	39	\$17,775.00	\$99.25	179.1
<b>Total</b>	<b>100%</b>	<b>39</b>	<b>\$17,775.00</b>	<b>\$99.25</b>	<b>179.1</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	11	\$7,925.00
2016-Nov	28	\$9,850.00
<b>Total</b>	<b>39</b>	<b>\$17,775.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	9/21/16 10:28 AM	CHRISTIAN CAMBEIRO	New	39		\$17,775.00	\$17,775.00	

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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